

<b>Role Title:</b> Campaign Specialist	<b>Reports to:</b> Campaigns Manager	<b>Version Date:</b> Nov 2024
<b>Department:</b> Advocacy & Influencing	<b>Location:</b> London	<b>Team:</b> Advocacy
<b>Direct Reports:</b> No	<b>Indirect Reports:</b> No	<b>Dotted Line Reports:</b>
<b>Grade (HR use only):</b> C		<b>Budget Responsibility:</b> No
<b>Purpose of the Role:</b>		
To contribute to the delivery of public mobilisation campaigns on digital and offline channels in order to win campaigns and build a constituency of public support that enables women and girls living in poverty to claim their rights. At the same time, campaigns must help deliver organisational objectives of bringing in new supporters and deepening the engagement of existing supporters.		
<b>Key Result Area</b>	<b>Key Accountabilities and Deliverables</b>	
Supporter mobilisation	<ul style="list-style-type: none"> <li>To work collaboratively with colleagues and in project teams to plan and deliver bold and highly compelling public campaigns based on audience insights and clear goals.</li> <li>To develop meaningful campaign actions that influence decision makers and/or support women and girls living with poverty as agents of change.</li> <li>To produce compelling, authentic and authoritative content to drive campaign success, ensuring the integration of digital and offline tactics</li> <li>Plan and lead the execution of online campaigns across various platforms (including social media, email, paid search) using data insights and audience segmentation to maximise reach, engagement and impact</li> <li>To manage the online campaign action platform, Engaging Networks</li> <li>To build public-facing emails, online petitions and web pages To manage the campaign supporter base, planning and delivering campaign journeys for existing and new supporters.</li> <li>To ensure web content is optimised and updated as necessary</li> <li>To plan and make compelling video, animations and graphics</li> <li>Monitor and evaluate campaign performance using KPIs,</li> <li>Gather feedback and insights from campaigns, contributing to the ongoing development of best practice, tools and processes</li> </ul>	
Working collaboratively and in project teams	<ul style="list-style-type: none"> <li>To ensure Integration and synergy with real-world events and planned activities.</li> <li>To ensure data compliance across supporter communications,</li> <li>To support response to humanitarian emergencies</li> <li>To ensure brand alignment</li> <li>To ensure content accuracy</li> </ul>	
Team Working	<ul style="list-style-type: none"> <li>To maintain an up to date knowledge of policy and political debates on the rights of women and girls</li> <li>To effectively represent the team and actively contribute at internal meetings, away days, staff briefings, external and sector meetings and events.</li> </ul>	

	<ul style="list-style-type: none"> <li>• To engage with and demonstrate commitment to AAUK's mission, vision, values and strategic aims, ensuring alignment with wider team's vision, plans and objectives.</li> <li>• To understand and adhere to AAUK's policies and practice.</li> <li>• To proactively engage with the performance management system and take responsibility for seeking appropriate development opportunities including attending relevant organisational and external training courses</li> </ul>
<p><b>Key Relationships:</b></p>	
<p>INTERNAL: Collaboration with the following AAUK departments and teams will be critical to the success of this role:</p> <ul style="list-style-type: none"> <li>• Data Protection Officer</li> <li>• Digital</li> <li>• FRP and WPS Policy colleagues and decol unit colleagues</li> <li>• Data and insight</li> <li>• Media</li> <li>• Fundraising (coordinating comms schedule)</li> </ul> <p>EXTERNAL: Agencies and suppliers as required</p>	
<p><b>EXPERIENCE, KNOWLEDGE &amp; EXPERTISE</b></p>	
<p><b>Essential:</b></p> <ul style="list-style-type: none"> <li>• Experience of contributing to the delivery of impactful campaigns including understanding of change theory, power analysis, critical paths and audience insight</li> <li>• Experience of managing a digital supporter base and developing online supporter journeys</li> <li>• Strong understanding of digital tools and platforms (social media, email marketing, online petitions etc) with a focus on driving engagement and supporter acquisition</li> <li>• Experience in tracking, analysing and reporting on campaign metrics, translating data into actionable insights to optimise campaign performance</li> <li>• Good knowledge of Women's and girls' rights</li> <li>• Ability to write compelling and impactful content and products for online and offline channels</li> </ul>	<p><b>Desirable:</b></p> <ul style="list-style-type: none"> <li>• Knowledge of AA programme and relationships with women's organisations and partners</li> <li>• Experience of fundraising from a campaigner base</li> <li>• Understanding of UK political systems and how to influence them</li> </ul>

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| <ul style="list-style-type: none"><li>• Ability to identify campaigning and mobilisation opportunities and react quickly to events, using own initiative</li><li>• Experience of constructively and collaboratively working across teams and building positive relationships with colleagues</li><li>• Experience of working in coalition with sector partners</li></ul> |  |
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**Any Other Relevant Information:**

It is expected that everyone at AAUK will work to support and strengthen our desired culture of being bold, connected, diverse, optimistic, open and respectful through the way they approach and deliver their work by:

- Being accountable and responsible – your individual way of working
  - Being innovative and collaborative – how you get things done
  - Being empowering and trusting – how you build and sustain relationships
- See link to AA values and behaviours below

Click here for [Action Aid Values & Behaviours](#)

This role profile sets out the current duties of the post that may vary from time to time without changing the character of the job or the level of responsibility entailed. However, all role profiles are regularly reviewed and updated accordingly in line with organisational need

